

## CLAIMS

1. A storage container comprising:
  - a soft bag member that stores a predetermined matter therein;
- 5 a fold deformed into a constant shape when a pressure is applied to the bag member or the fold deformed when the stored matter is reduced in volume; and
  - 10 a grasp guiding unit that is provided on an outer peripheral surface of the bag member, and that guides a user to a grasp position, wherein
    - 15 the bag member is reduced in volume while being deformed into a constant shape along the fold by applying an external pressure to the bag member or by reducing an internal pressure of the bag member.
2. The storage container according to claim 1, wherein
  - the bag member is a polyhedral member having three or more surfaces, and
    - 20 the fold is formed so that one of the three surfaces on which the fold is formed is bent toward an inside of the bag member.
3. The storage container according to claim 1, wherein
  - 25 a mark for notifying the user of a position of touching a finger when the user grasps the bag member is employed as the grasp guiding unit.
4. The storage container according to claim 3, wherein
  - 30 employed as the mark, the sheet member provided on an outer peripheral surface of the bag member or formed integrally with the bag member and having higher rigidity than the bag member.

5. The storage container according to claim 3, wherein  
a friction surface having a higher frictional  
coefficient with respect to the finger of the user than a  
5 frictional coefficient of a surface of the bag member is  
formed as the mark.
10. The storage container according to claim 1, further  
comprising a deformation assisting unit that assists  
deformation of the bag member so that the bag member  
reduced in volume is bent along the fold.
15. The storage container according to claim 6, wherein  
a rigidity enhancing member that makes a part of the  
bag member higher in rigidity than remaining parts of the  
bag member is employed as the deformation assisting unit.
20. The storage container according to claim 7, wherein  
the bag member includes two flat portions facing each  
other, and  
a flat plate member fixed to at least a part of the  
flat portions is employed as the rigidity enhancing member.
25. The storage container according to claim 7, wherein  
the rigidity enhancing member is provided on the outer  
peripheral surface, and  
the grasp guiding unit is provided on the rigidity  
enhancing member.
30. 10. An image forming apparatus, wherein  
the storage container according to claim 1 is employed  
as a replaceable storage container that stores a matter to  
be consumed at an image forming step of forming an image on

a recording material.

11. The image forming apparatus according to claim 10,  
wherein

5       the matter to be consumed is toners for forming the  
image formed on the recording material.